



NEVADA
COMMISSION
ON TOURISM

First Quarter 2011 VOLUME XIX

A Digest of Statistical Information on the Nevada Tourism Industry

Discover *the* Facts

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Nevada Commission on Tourism

Research and Analysis

David Peterson

Address

401 North Carson Street

Carson City, NV 89701

Phone

775.687.4322

800.237.0774

Fax

775.687.6779

Website

TravelNevada.biz



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2009	2010	PERCENT CHANGE
April	4,266,579	4,274,979	0.2%
May	4,268,567	4,308,258	0.9%
June	4,232,842	4,381,274	3.5%
July	4,490,603	4,633,499	3.2%
August	4,379,188	4,501,286	2.8%
September	4,220,467	4,255,862	0.8%
October	4,260,492	4,348,969	2.1%
November	3,818,566	3,808,499	(0.3%)
December	3,780,384	3,809,030	0.8%

MONTH	2010	2011	PERCENT CHANGE
January	3,724,163	4,022,526	8.0%
February	3,765,087	3,804,962	1.1%
March	4,290,320	4,435,916	3.4%
TOTAL (Rolling 12 months)	49,497,260	50,585,061	2.2%

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	8,958,869	9,417,336	5.1%
Laughlin	603,182	589,143	(2.3%)
Mesquite	256,059	261,170	2.0%
Washoe County	1,008,127	964,812	(4.3%)
All other counties	953,333	1,030,943	8.1%
TOTAL (State)	11,779,570	12,263,404	4.1%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2009	2010	PERCENT CHANGE
April	520,226	552,834	6.3%
May	449,889	455,976	1.4%
June	456,393	453,850	(0.6%)
July	297,569	376,112	26.4%
August	268,702	380,418	41.6%
September	443,506	324,094	(26.9%)
October	404,536	470,643	16.3%
November	487,418	416,314	(14.6%)
December	170,774	187,387	9.7%

MONTH	2010	2011	PERCENT CHANGE
January	500,570	675,470	34.9%
February	562,663	507,786	(9.8%)
March	569,605	589,995	3.6%
TOTAL (Rolling 12 months)	5,131,851	5,390,879	5.0%

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	1,438,316	1,593,056	10.8%
Laughlin	18,884	18,911	0.1%
Washoe County	105,620	84,005	(20.5%)
All other counties	70,018	77,279	10.4%
TOTAL (State)	1,632,838	1,773,251	8.6%

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2009	2010	NET CHANGE
April	82.0%	78.8%	(3.2)
May	79.2%	77.7%	(1.5)
June	78.7%	79.2%	0.5
July	79.6%	80.9%	1.3
August	77.9%	78.7%	0.8
September	79.3%	78.6%	(0.7)
October	77.2%	80.1%	2.9
November	71.9%	72.3%	0.4
December	63.9%	67.3%	3.4

MONTH	2010	2011	NET CHANGE
January	65.5%	72.9%	7.4
February	74.8%	76.3%	1.5
March	77.8%	81.6%	3.8
MONTHLY AVG (Rolling 12 months)	75.6%	77.0%	1.4

First Quarter 2011 Area Highlights

AREA	2010	2011	NET CHANGE
Clark County:			
Las Vegas	77.2%	82.0%	4.8
Laughlin	64.1%	65.8%	1.7
Mesquite	83.3%	84.5%	1.2
Lake Tahoe*	69.8%	61.9%	(7.9)
Washoe County	57.4%	56.7%	(0.7)
All other counties	46.0%	55.2%	9.2
QUARTER AVG (State)	72.6%	77.0%	4.4

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2009	2010	PERCENT CHANGE
April	4,551,723	4,574,555	0.5%
May	4,538,474	4,652,066	2.5%
June	4,389,208	4,595,217	4.7%
July	4,586,870	4,838,636	5.5%
August	4,482,806	4,707,141	5.0%
September	4,422,224	4,547,830	2.8%
October	4,453,175	4,764,556	7.0%
November	4,025,224	4,104,289	2.0%
December	3,853,986	4,036,724	4.7%

MONTH	2010	2011	PERCENT CHANGE
January	3,926,133	4,367,644	11.2%
February	4,058,262	4,139,350	2.0%
March	4,674,792	4,907,629	5.0%
TOTAL (Rolling 12 months)	51,962,877	54,235,638	4.4%

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	10,344,760	11,034,956	6.7%
Laughlin	614,397	612,938	(0.2%)
Mesquite	134,186	134,366	0.1%
Lake Tahoe*	134,082	132,040	(1.5%)
Washoe County	910,743	872,932	(4.2%)
All other counties	521,019	627,391	20.4%
TOTAL (State)	12,659,187	13,414,623	6.0%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2009	2010	PERCENT CHANGE
April	184,990	193,542	4.6%
May	184,798	193,049	4.5%
June	185,827	193,479	4.1%
July	185,866	192,934	3.8%
August	185,607	192,826	3.9%
September	185,880	192,927	3.8%
October	186,063	191,914	3.1%
November	186,569	189,285	1.5%
December	194,424	193,488	(0.5%)

MONTH	2010	2011	PERCENT CHANGE
January	193,475	193,202	(0.1%)
February	193,680	193,869	0.1%
March	193,880	194,006	0.1%
END OF PERIOD	193,880	194,006	0.1%

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:			
Las Vegas	148,891	149,638	0.5%
Laughlin	10,652	10,350	(2.8%)
Mesquite	1,790	1,767	(1.3%)
Lake Tahoe*	2,134	2,354	10.3%
Washoe County	17,821	17,264	(3.1%)
All other counties	12,592	12,633	0.3%
END OF PERIOD (State)	193,880	194,006	0.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of March 31, 2011.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2009	2010	PERCENT CHANGE
April	\$ 1,237,296	\$ 1,283,222	3.7%
May	1,222,912	1,305,339	6.7%
June	952,535	1,184,584	24.4%
July	1,164,869	1,305,242	12.1%
August	1,076,354	1,155,485	7.4%
September	1,132,799	1,228,798	8.5%
October	1,232,729	1,380,314	12.0%
November	1,018,303	1,082,218	6.3%
December	930,194	970,796	4.4%

MONTH	2010	2011	PERCENT CHANGE
January	1,189,286	1,373,259	15.5%
February	1,091,728	1,165,603	6.8%
March	1,232,607	1,608,272	30.5%
TOTAL (Rolling 12 months)	\$ 13,481,611	\$ 15,043,133	11.6%

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County	\$ 3,192,418	\$ 3,800,324	19.0%
Washoe County	194,657	200,935	3.2%
Douglas County*	46,689	51,761	10.9%
Elko County	33,098	37,648	13.7%
Carson City	8,423	8,661	2.8%
All other counties	38,336	47,805	24.7%
TOTAL (State)	\$ 3,513,621	\$ 4,147,134	18.0%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County. Effective 7/1/09, room tax collections are reported for the month of business activity. All prior years' of monthly data has been updated as well.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2009	2010	PERCENT CHANGE
April	\$ 859,471,000	\$ 810,456,000	(5.7%)
May	889,171,000	847,153,000	(4.7%)
June	818,268,000	763,814,000	(6.7%)
July	872,688,000	829,674,000	(4.9%)
August	846,958,000	944,473,000	11.5%
September	911,184,000	917,877,000	0.7%
October	800,387,000	888,574,000	11.0%
November	873,337,000	822,098,000	(5.9%)
December	859,286,000	838,789,000	(2.4%)

MONTH	2010	2011	PERCENT CHANGE
January	883,340,815	877,412,367	(0.7%)
February	946,615,024	881,829,244	(6.8%)
March	911,980,729	958,728,163	5.1%
TOTAL (Rolling 12 months)	\$ 10,472,686,568	\$ 10,380,877,774	(0.9%)

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Clark County:	\$ 2,371,657,880	\$ 2,366,566,998	(0.2%)
Strip	1,530,090,697	1,523,736,344	(0.4%)
Downtown	129,828,459	130,254,414	0.3%
Laughlin	137,035,477	132,682,257	(3.2%)
Mesquite	32,438,391	32,575,535	0.4%
County balance	542,264,856	547,318,452	0.9%
Washoe County	187,016,132	174,138,905	(6.9%)
Lake Tahoe*	53,466,976	45,394,777	(15.1%)
Elko County	68,259,248	68,290,546	0.0%
Carson Valley Area	23,676,297	24,301,979	2.6%
All other counties	37,860,035	39,276,565	3.7%
TOTAL (State)	\$ 2,741,936,568	\$ 2,717,969,774	(0.9%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2009	2010	PERCENT CHANGE
April	3,903,004	3,733,722	(4.3%)
May	3,876,568	3,828,677	(1.2%)
June	3,810,533	3,801,659	(0.2%)
July	3,940,750	3,926,838	(0.4%)
August	3,886,919	3,889,572	0.1%
September	3,678,593	3,622,193	(1.5%)
October	3,846,771	3,937,190	2.4%
November	3,539,004	3,508,038	(0.9%)
December	3,411,331	3,405,532	(0.2%)

MONTH	2010	2011	PERCENT CHANGE
January	3,341,946	3,503,123	4.8%
February	3,184,564	3,254,734	2.2%
March	3,882,031	3,960,877	2.0%
TOTAL (Rolling 12 months)	44,302,014	44,372,155	0.2%

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,351,753	9,646,201	3.1%
Reno/Tahoe Int.	935,264	947,798	1.3%
North Las Vegas	21,503	20,742	(3.5%)
Laughlin/Bullhead Int.	77,736	75,467	(2.9%)
Elko Airport	9,717	10,786	11.0%
Henderson Exec. Airport	12,568	17,740 *	41.2%
TOTAL (State)	10,408,541	10,718,734	3.0%

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

*Maverick Aviation Group fully operational.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2009		2010		PERCENT CHANGE
April	2,383,447		1,948,636	*, **	(18.2%)
May	2,586,146		2,060,351	*, **	(20.3%)
June	2,674,694		2,255,023	*, **	(15.7%)
July	3,066,937		2,591,087	*, **	(15.5%)
August	3,010,299		2,480,276	*, **	(17.6%)
September	2,525,610		2,053,209	*, **	(18.7%)
October	2,358,479	**	1,821,422	*	(22.8%)
November	2,038,817	**	1,723,855	*	(15.4%)
December	2,045,797	**	1,834,479	*	(10.3%)

MONTH	2010		2011		PERCENT CHANGE
January	1,676,145	*, **	1,715,820	*	2.4%
February	1,700,185	*, **	1,647,855	*	(3.1%)
March	1,859,379	*, **	1,838,819	*	(1.1%)
TOTAL (Rolling 12 months)	27,925,935		23,970,832		(14.2%)

First Quarter 2011 Area Highlights

AREA	2010		2011		PERCENT CHANGE
I-15 at Primm/Jean	1,501,909		1,550,640		3.2%
I-15 at Mesquite	893,820		896,134		0.3%
I-80 at Verdi	-	*	-	*	-
I-80 at Wells	180,306		123,131	***	(31.7%)
All other entry points	2,659,674	**	2,632,589		(1.0%)
TOTAL (State)	5,235,709		5,202,494		(0.6%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction/equipment failure on Interstate 80 at Verdi, the traffic totals for January 2010 through March 2011 do not contain any data.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for October 2009 through September 2010 do not contain any data.

***Due to equipment failure on Interstate 80 at Wells, the traffic total for January 2011 does not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2009	2010	PERCENT CHANGE
April	2,106,216	2,215,098	5.2%
May	2,704,419	2,480,579	(8.3%)
June	3,070,650	3,144,089	2.4%
July	3,360,089	3,538,347	5.3%
August	3,558,761	3,414,341	(4.1%)
September	2,699,836	2,760,760	2.3%
October	2,165,611	1,945,898	(10.1%)
November	1,326,995	1,318,129	(0.7%)
December	985,360	907,607	(7.9%)

MONTH	2010	2011	PERCENT CHANGE
January	881,860	862,471	(2.2%)
February	986,791	906,174	(8.2%)
March	1,624,874	1,444,123	(11.1%)
TOTAL (Rolling 12 months)	25,471,462	24,937,616	(2.1%)

First Quarter 2011 Area Highlights

AREA	2010	2011	PERCENT CHANGE
Nevada State Parks	411,859	380,061	(7.7%)
Great Basin Nat. Park	4,928	5,026	2.0%
Lake Mead Nat. Rec. Area	1,270,436	1,131,424	(10.9%)
Hoover Dam Visitor Center	164,134	173,318	5.6%
Grand Canyon Nat. Park	568,633	577,612	1.6%
Zion Nat. Park	293,506	301,759	2.8%
Bryce Canyon Nat. Park	142,289	112,546	(20.9%)
Death Valley Nat. Park	277,250	224,225	(19.1%)
Yosemite Nat. Park	360,490	306,797	(14.9%)
TOTAL (All Parks)	3,493,525	3,212,768	(8.0%)

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

4001 S. Virginia St., Suite G, Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • www.renoairport.com

TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

TONOPAH CONVENTION CENTER

301 Broughe Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

WINNEMUCCA CONVENTION & VISITORS BUREAU

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

Nevada State Map

